

We Maintain The Promptest Mail  
And Phone Order Bureaus In The  
Southwest. Favor Us With an Order

# "THE POPULAR"

Store Your Furs In Our Scientific  
Cold Storage Fur Vault and Protect  
Them During These Summer Days

16TH YEAR.

EL PASO, TEXAS, FRIDAY, AUGUST 9, 1918.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE.

## A Bit Of Diplomacy Brings Sheer Voile And Organdie Waists, At \$1.55



### They're Regular \$2.95 to \$4 Values

HERE is the story. We met a waist maker in New York. A man whose name on a waist-box means as much as sterling on silver. "When do you bring out your Fall waists?" we asked. "Fall waists! I've got my money tied up in Summer waists. Season was so slow, re-orders have only just started. And I'm stuck. If you were interested in SUMMER waists we could do some business." We WERE interested. And we got

### Waists Selling Everywhere, At \$2.95 To \$4

to sell for \$1.55. Think of it. Lovely, sheer white voiles and organdies, at near half price and less, today, the way cotton prices are! Why, it's a chance in a hundred to invest. There are many different models. Tucked—hemstitched—clever pointed collars—many with knife pleatings—some with organdie collars and black ribbon ties—some with fine laces or hand embroidery, others made perfectly plain—all sorts of good pearl buttons. All sizes. Really, you'll hardly believe your eyes—such waists would have made a furore even two years ago at \$1.55.

### Georgette Or Georgette And Taffeta Hats

"GEORGETTE HATS"—says the modiste—"are the great feature of the Midsummer. Georgette hats are soft, cool and alluring these hot days." We show all Georgette hats in Navy Blue, White or Pink, and Georgette and Taffeta combinations in White or Pink. Included in this lot are Organdie hats, also in White or Pink. Many are trimmed in the fashionable fringe. Former values to \$13.50. While the lot lasts, your choice, at **\$3.95**

—(Fifth Floor)

### Hats Of Georgette & Black Velvet, Priced At Each, Only \$5.00

It has long been recognized that no house in El Paso is more prompt to reflect the most recent millinery modes than "The Popular."

Typically representative of the most acceptable fashions and equally free from the cheap and bizarre.

Hats which are at the very pinnacle of newness and fashion and kept at the minimum of fair and reasonable price. Nowadays there is something new for your consideration nearly every day.

Your especial attention is called to these lovely new styles for early Fall wear. Fashioned of White Georgette Crepe, with crowns of Black Velvet. Shapes that are right up-to-the-moment in style. See these hats on Saturday, priced at each, \$5.00.

—(Fifth Floor)

### Neckwear, Purses And Handkerchiefs

WOMEN'S NEW NECKWEAR—Collars in new round or flat effects of accordion pleated and tucked lawn, embroidered and lace trimmed Georgette, and tailored satin collars and collar and cuff sets. A wide range of styles from which to select. Choice Saturday only.

50c

WOMEN'S INITIAL HANDKERCHIEFS—Sheer lawn handkerchiefs, with Longfellow initials in all white or dainty colors of pink, blue and lavender initials. Assorted to the package. Worth 50c in a regular way.

6 for 39c

WOMEN'S LEATHER PURSES—Solid leather hand purses with buck strap, top handle, and envelope style; nicely lined and fitted with a mirror. Assorted styles and colors. Choice Saturday, at

\$1.00

—(First Floor)

### After Supper Sale 6 To 8:30 o'Clock

DR. BERRY'S CREAM BALM—A tissue builder used with Kremola. A wonderful face bleach for use during the day. \$1.25 boxes in the After

79c

SUPPER SALE, at each, RUBBER GLOVES—For household use. They are thoroughly sanitary, and are a great protection to the hands.

19c

LAVORIS—A healing antiseptic used for sore throat, tonsillitis, and is invaluable where a purifying, stimulating and healing wash is needed for the mouth and throat.

69c

—(First Floor)

### Toilet Articles On Sale Here All Day



HERPICIDE—It is incomparable for the toilet. Opens the pores of the scalp and keeps it clean, pure and wholesome. 50c bottles, at each,

39c

POZZONI'S FACE POWDER—In a combination box, containing powder, rouge and a chamomile. Its high quality, and delightfully soft perfume, easily identify it with Pozzoni's. Made in white, flesh and brunette.

39c

POZZONI'S EXTRACT—An indispensable household remedy, for burns, scalds, bruises, chaffing and prickly heat. \$1.00 bottles, at each,

69c

KEEP CLEAN HAIR BRUSHES—Made with specially selected bristles which have wonderful penetrating qualities, and particularly suited for very heavy hair.

39c

VANTINE'S WISTERIA TOILET WATER—A large sized bottle of Vantine's Toilet Water, with a dainty and lasting delicate perfume. Imparts a delightful freshness to the bath and shaving. \$1.50 bottles, at each,

\$1.19

DR. LYON'S TOOTH POWDER—A perfect dentifrice for beautifying and cleansing the teeth and purifying the breath. 25c boxes, at each,

19c

—(First Floor)

### White Washable Skirts On Sale-- Fifth Floor & Down-Stairs Store

WE relieved the maker of every skirt he had—600 to be exact.

To make the transaction complete he simply put in everything, regardless of what they were marked.

They are still in the boxes, many of them. Splendid models, full backs, wide features. Values such as these can not be expected often.

Consequently women will find many high-priced skirts in the collection. Materials are Gabardines, Tricotines, Cordelines, Fine Piques, Wide Wales, Roman

Cords and Surf Satins. Plenty of extra sizes! (30 to 38 skirtbands) so that even women of ample measurements can find skirts in this sale.

It gives us pleasure to offer this fine economy to our customers. But again we sound the warning—COME EARLY!

Sale opens at 8:30 o'clock Saturday morning.

—(First Four Items on Fifth Floor, Last Three Items in Down-Stairs Store)

\$10.50 White Washable Skirts, reduced to	\$7.50
\$ 7.50 White Washable Skirts, reduced to	\$4.95
\$ 5.00 White Washable Skirts, reduced to	\$3.95
\$ 4.00 White Washable Skirts, reduced to	\$2.95
\$ 1.95 White Washable Skirts, reduced to	\$1.25
\$ 1.45 White Washable Skirts, reduced to	\$1.00
\$ 1.25 White Washable Skirts, reduced to	\$ .59

### Women's \$6.00 Patent Leather Dress Oxfords, At A Pair, \$2.95



THE demand for oxfords today can hardly be filled. We have just received a new shipment of the newer styles in Dress Oxfords, which we offer to you at a price that positively cannot be duplicated in this kind of footwear. They are shown in grey, brown or black patent leather, with fancy perforated tips; Louis heels with aluminum plate. Sizes 2 1/2 to 7. Regular \$6.00 values. A "Popular" feature, at a pair, \$2.95. Be an early visitor here Saturday.

—(Second Floor)

### Men's Furnishings Attractively Priced

MEN'S COTTON HOSE—Shown in blue, tan, black, gray and Palm Beach. This is an extra good quality hose that we offer at

20c

3 for 50c, or a pair, at

25c

MEN'S WASH TIES—Fancy colored stripes or figures. All of this season's best patterns. Regular 50c and 75c values.

20c

MEN'S SOFT COLLARS—A lot of odds and ends in soft collars that are worth up to 50c each. Special for Saturday,

20c

3 for 50c, or each, at

20c

MEN'S STIFF CUFF SHIRTS—\$4 count percale stiff cuff shirts, in this season's newest patterns. Shirts that are worth

\$1.25

\$1.50 to \$1.75, are offered at each,

65c

MEN'S ATHLETIC UNION SUITS—Made of cross-stitched nainsook; knee length styles. Lay in your next summer's needs, as you will pay \$1.00 to \$1.25 for these same garments next season, that we are offering

50c

MEN'S UNDERWEAR—Two piece athletic knee length underwear, made of cross-stitched or plain nainsooks. Exceptional values, at a garment,

50c

MEN'S HATS—All Panama, Bankok, Milan, Splits and Sennit straw hats and ballistics, are offered at your choice,

1-3 0ff

—(First Floor)

### Girls' Dresses And Infants' Wear

SALE OF GIRLS' DRESSES—Sizes 1 to 6 years. They are the cunningest little frocks imaginable. One mother said: "These dresses are so simple, yet they just cannot be copied." They are truly tub tops, for they can't fade and will stand the kind of wear little folks give them. See about 30 different models in our Mesa avenue Window.

\$2.85

Choice of the lot, at

—(Fourth Floor)

INFANTS' CLOTHES TOO SWEET FOR WORDS—If you know what we know about future prices, you would buy all the baby clothes you need for some time to come. Saturday is the last day of Baby Week. Simple apparel as well as the more elaborate kinds, are here for your choosing at special prices.

—(Fourth Floor)

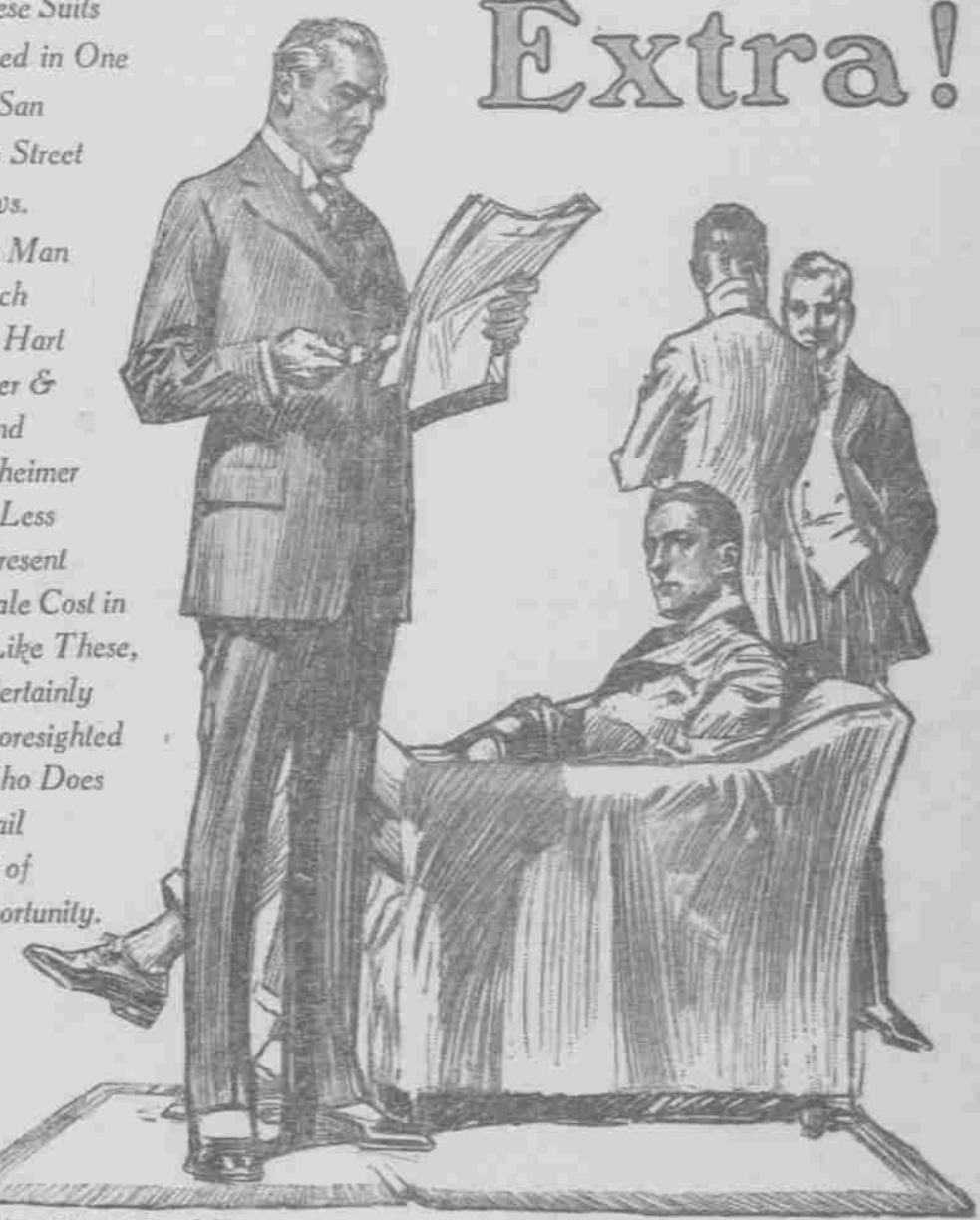
### Voile Waists At \$1.00

THE manufacturer made us a special price concession for this event. He gave us a bargain for the big business he gets from us regularly.

The waists are really very wonderful. There will be a rush for them Saturday morning. They are made of a fine quality Voile found in waists sold every day for more money. All are new Summer models—neatly tucked, lace and embroidery trimmed. Your choice, at \$1.00.—(Down-Stairs Store)

See These Suits  
Displayed in One  
of Our San  
Antonio Street  
Windows.

When a Man  
Gets Such  
Suits as Hart  
Schaffner &  
Marx and  
Kuppenheimer  
Suits at Less  
Than Present  
Wholesale Cost in  
Times Like These,  
He Is Certainly  
Not a Foresighted  
Man Who Does  
Not Avail  
Himself of  
the Opportunity.



Copyright 1918 Hart Schaffner &amp; Marx

## Big News For Men-- Fall & Winter Weight Suits Below Wholesale \$23.85

Made by Such Well Known  
Manufacturers as Hart Schaffner  
& Marx, Kuppenheimer,  
and Other Prominent Makers

THIS sale performs a broad wartime service. Men must have new clothes to take the place of those worn out. Good clothes have advanced tremendously in price.

## Yet--

Along comes this great sale of "The Popular's" Clothing Store and offers the most standard hand tailored wool suits at actual, positive savings—probably the last chance to buy clothing bought on last year's basis of costs at such a low price.

## Where Is The Man Who Is Not Interested In Such a Sale?

To buy one, two—even three of these suits is surely only the part of good judgment—of wisdom.

Men posted on market conditions do not need to be told that clothing is going up a great deal higher.

Yet here are Fall and Winter weight Suits bought a year ago—that have been in our own Spring and Summer stocks at old prices—that are now actually reduced to a lower price for this sale.

What need is there to say more? Men certainly will not require urging to buy this clothing. They will be glad of the privilege—for it IS a real privilege.

We could make money by packing the suits away and bringing them out later at higher prices. But we don't do business that way.

## This Is Every Man's Clothing Sale

Men will come from everywhere in the

city. They will come from all over the Southwest to get these suits—and it will pay them richly to do so.

## Hundreds Of Patterns

There are hundreds of patterns to choose from, all the best fabrics, many different models, each vary a little—length of lapel, height of notch in collar, curvature of front of coat—lines at waist (some more fitted than others)—shape and number of pockets, etc. There are no frills on any "Popular" suit. All our suits are sensibly cut, in good taste. Sizes for everybody.

## Extra Service

Sales force—tailors—fitters—all will be adequate to meet the needs of the greatest clothing sale of the year. For we have every reason to feel that all records will be broken by this sale.

—(Second Floor)